



JNAN VIKAS MANDAL'S (Linguistic Minority)  
 Mohanlal Raichand Mehta College of Commerce  
 DiwaliMaa College of Science  
 Amritlal Raichand Mehta College of Arts Dr.  
 R.T. Doshi College of Computer Science Plot  
 no.9, Sector -19, Airoli Navi Mumbai

<b>Program</b>	<b>BAMMC</b>
<b>Year</b>	<b>2023-24</b>
<b>Class</b>	<b>TYBAMMC</b>
<b>Course</b>	<b>Bridge Course</b>
<b>Total Marks</b>	<b>100</b>
<b>Number of Lectures</b>	<b>30</b>

**Objectives of the Course**

1. The Course consists of knowledge about Media Industries and their relationship with Culture and Human Nature.
2. To understand the society and culture.
3. To understand the media ethics and laws.
4. To understand basics of Mass Media Studies to pursue career in future.
5. To understand the role of communication in Copywriting.
6. To understand the importance and impact of research in mass media.
7. To understand the sociological and demographical impact of media in society.
8. To understand the growing importance of Marketing in contemporary era.
9. To know the recent developments of marketing.

**Syllabus**

Module	Topic	Lectures
<b>1</b>	<b>ADVERTISING AND SOCIETY</b>	<b>10</b>
1.1	Introduction	01
1.2	Concept of Globalization	03
1.2	Impact of Globalization on Indian Society.	02
1.3	International (Cross) Cultural dimensions of Advertising.	02
1.4	Cognitive learning theory and Consumer behaviour.	02
<b>2</b>	<b>COPY WRITING AND MEDIA RESEARCH</b>	<b>10</b>
2.1	An introduction to Copywriting Communicating messages correctly	02
2.2	Importance of copywriting in advertising	02
2.3	Media messages and its impact on human psychology	02
2.4	Role of demography in copywriting	02
2.5	Introduction to Research in different stages of media production	02
<b>3</b>	<b>PRINCIPLES OF MARKETING</b>	<b>10</b>
3.1	Core Marketing Concepts: Needs, Wants, Demands, Exchange, Transaction, Transfer, Product, Market, Value, Satisfaction	02
3.2	Market Segmentation: Geographic, Demographic, Sociographic, Psychographic, Behavioral	02
3.3	Meaning and Types of Targeting	02
3.4	Components of Brand: Brand Functions, Brand Benefits, Brand Associations, Brand Image, Brand Name, Brand Logo	02
3.5	New Trends in Marketing: E-Marketing, Internet Marketing, Marketing Using Social Network	02
<b>Total Lectures</b>		<b>30</b>



## BAMMC Bridge Course Time Table 2023-24

30 hrs

Date	Timing	SYBAMMC	TYBAMMC
14/06/23	7.00 - 8.30 a.m.	Sindhu. R	Savitri. D
	8.30 - 10.00 a.m.	Savitri. D	Sindhu R
	10.15- 11.15 a.m.	Sarojini. B	Sindhu.R
15/06/23	7.00 - 8.30 a.m.	Savitri D	Sindhu R
	8.30 - 10.00 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R
16/06/23	7.00 - 8.30 a.m.	Savitri D	Sindhu R
	8.30 - 10.00 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R
17/06/23	7.00 - 8.30 a.m.	Sindhu R	Savitri D
	8.30 - 10.00 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu.R
19/06/23	7.00 - 8.30 a.m.	Sindhu R	Savitri D
	8.30 - 10.00 a.m.	Savitri D	Sindhu. R
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R
20/06/23	7.00 - 8.30 a.m.	Savitri D	Sindhu R
	8.30 - 9.30 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R
21/06/23	7.00 - 8.00 a.m.	Savitri D	Sindhu R
	8.00 - 9.00 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R
22/06/23	7.00 - 8.00 a.m.	Savitri D	Sindhu R
	8.00 - 9.00 a.m.	Sindhu R	Savitri D
	10.15- 11.15 a.m.	Sarojini. B	Sindhu R

*Savitri*  
Dr. Savitri Dholey  
Coordinator, BAMMC

*Keena*  
Dr. Leena Sarbhar  
Principal

**PRINCIPAL**  
JYAN VIKAS MANDAL'S  
M.R. MEHTA COLLEGE OF COMMERCE  
D.M. COLLEGE OF SCIENCE  
A.R. MEHTA COLLEGE OF ARTS  
DR. R.T. DOSHI COLLEGE OF COMPUTER SCIENCE  
Plot No. 9, SEC. - 19, AIROLI,  
NAVI MUMBAI-400 704



# TYBAMMC Bridge course - 14/06/23 - 17/06/23

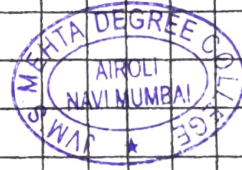
Jnan Vikas Manoj's Menta Degree College of Arts, BCL & Commerce Airoli

Daily/Weekly attendance

Class

Div.

Roll Date	Monday					Tuesday					Wednesday <small>14/06/23</small>					Thursday <small>15/06/23</small>					Friday <small>16/06/23</small>					Saturday <small>17/06/23</small>					Total
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Anvesha											P	P	P	P		P	P	P	P		.	.				P	P	P	P		Anvesha
Rishi K											P	P	P	P		P	P	P	P		.	.				P	P	P	P		Rishi K
Shreyas											P	P	P	P		P	P	P	P		.	.				P	P	P	P		Shreyas
4 Krutika											P	P	P	P												P	P	P			Krutika
5 Sahil																										P	P	P			Sahil
6 Aryan																										P	P	P			Aryan
7 Drishti																										P	P	P			Drishti
8 Nikhil																										P	P	P			Nikhil
9 Kausika																										P	P	P			Kausika
10 Aniket											P	P	P	P		P	P	P	P		P	P	P			P	P	P	P		Aniket
11 Prem Sagar											P	P	P	P		P	P	P	P		P	P	P			P	P	P	P		Prem Sagar
12 Aniket											P	P	P	P		P	P	P	P							P	P	P	P		Aniket
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# J.V.M. MEHTA DEGREE COLLEGE, AIROLI

Student Attendance Sheet

Class :- T.Y Div. \_\_\_\_\_ Date From - 26/06/23 To 01/07/23

Name	R.N	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL
Date		26/06/23	27/06/23	28/06/23	29/06/23	30/06/23	01/07/23	
Shreyanka	1	PPP				PPPP	PPP	10
Aditya	2	PPP	PPP					6
Harshel	3	PPP	PPP					6
Krutika	4		PPP	PPP		PPPP	PPP	7
Sahil	5		PPP			PPPP	PPP	7
Rasika	6		PPP			PPPP	PPP	7
PremSagar	7		PPP	PPP		PPPP		7
Nikhil	8		PPP	PPP		PPPP		7
Hrishikesh	9		PPP				PPP	4
Vinay M	10		PPP					3
Charad	11		PP			PPPP	PPP	6
Ameen	12		PP	PPP		PPPP	PPP	7
Aryan	13			PPP		PPPP		4
Ajinkya	14		PP	PPP				3
Darshita	15			PPP				3
Sushmita	16			PPP				3
	17							
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	25							



Holiday Bank Holiday

Handwritten signatures and initials in the TOTAL column: 10, 6, 6, 7, 7, 7, 7, 7, 4, 6, 7, 4, 3, 3, 3.



# J.V.M. MEHTA DEGREE COLLEGE, AIROLI

## Student Attendance Sheet

Class :- TY Div.           

Date From - 03/07/23 To 04/07/23

Name	R.N	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL
Date		3/07/23	04/07/23					
Hemshal	1	P P P P	P P P					Home
Maishikesh	2	P P P P						Rebi
Aditya	3	P P P P	P P P					Aditya
Danshita	4	P P P P						Danshita
Roshani	5	P P P P						Roshani
Sushrita	6	P P P P	P P P					Sushrita
Ajinkya	7	P P P P	P P P					Ajinkya
Dishiti	8	P P P P	P P P					Dishiti
Sahil	9	P P P P	P P P P					Sahil
Tejas	10	P P P P						Tejas
Aniket	11	P P P P	P P P					Aniket
Aayon	12	P P P P	P P P					Aayon
Nikhil	13	P P P P	P P P					Nikhil
Vinay	14	P P P P	P P P					Vinay
Krutika	15	P P P P	P P P					Krutika
Pranav	16	P P P P	P P P					Pranav
Rasika Raut	17	P P P P	P P P					Rasika Raut
Shreyanka	18	P P P P	P P P P					Shreyanka
Anvesha	19	P P P P						Anvesha
Ronak	20	P P P P	P P P					Ronak
Kanishka	21		P P P					Kanishka
Anseen	22		P P P					Anseen
	23							
	24							
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